

FIG. 1A

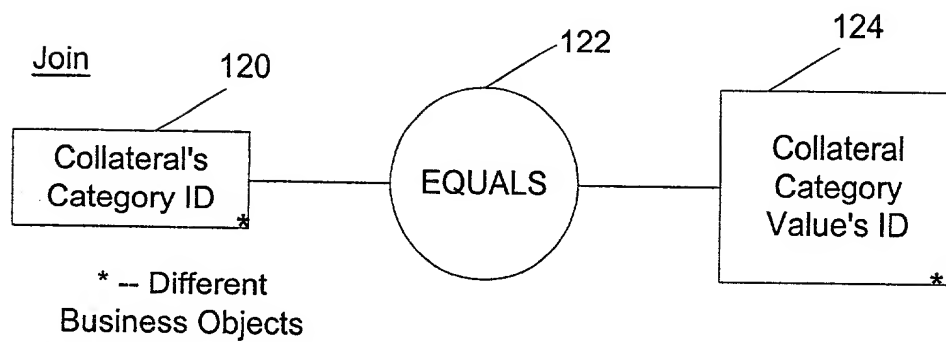


FIG. 1B

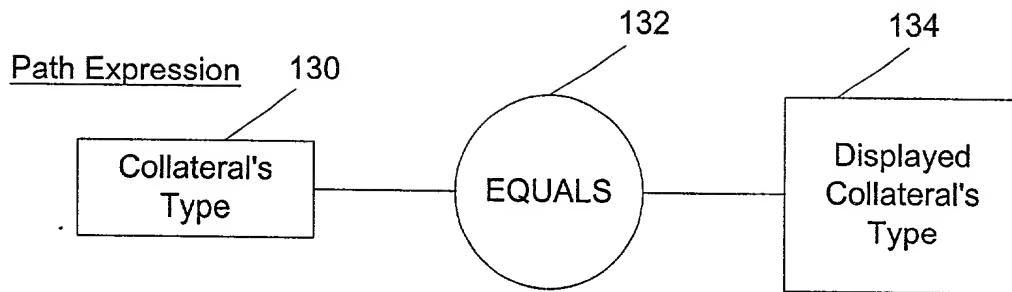


FIG. 1C

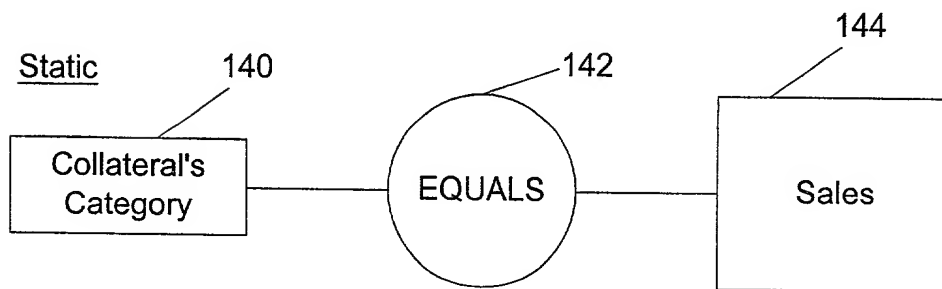


FIG. 1D

## Recommended Content Manager

### Create Recommended Content

Select a content group to define a new recommended content. Pick the default content group to create a recommended content with any content type.

Content Group

### Search Recommended Content

Specify criteria to search for recommended content.

Keywords

☒ Name ☒ Description

Locale

Displayed Content Type

Content Group

### Recommended Content Listing

Page 1 of 1






Name	Content Type	Content Group	Actions
Collaterals related to displayed collateral	Collaterals	Marketing Collateral	 
Cross Sell Product	Product	Catalog, Order and Auction	  

Fig. 2

## Create Recommended Content

### Recommended Content Details

Please enter the following information about the recommended content.

Name\*

Description

Locale

Content Group Marketing Collateral

Fig. 3A

## Create Recommended Content

### Recommended Content

**Name** Relate Collaterals

**Description** List of all the collaterals that are similar to a given collateral

**Content Group** Marketing Collateral

**Locale** English (US)

### Query Attributes

Enter the following values for content creation through a query execution. Clicking [SAVE] will include all content of specified type. Click [CONTINUE] to add conditions.

**Displayed Content Type** Collateral

**Maximum Number of Items**

**Randomize Content** Yes

**Sort By** Ascending

CONTINUE

SAVE

CANCEL

Fig. 3B

[illegible]

402

Defined Object	Collateral
----------------	------------

Attribute	Description
-----------	-------------

Operator	Contains
----------	----------

Operand Type	Displayed Object
--------------	------------------

Displayed Object	
------------------	--

Attribute	
-----------	--

ADD

In absence of any condition, all content of specified type will be included.

☒ SAVE ☐ CANCEL

Fig. 4

## Recommended Content Creation

### Add Condition

1. Please enter the left operand first.

Defined Object   
Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type   
Displayed Object   
Attribute

### Condition Listing

Condition		Action
If	Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input type="checkbox"/>

Fig. 5

## Recommended Content Creation

### Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator:

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

### Condition Listing

Condition		Action
<input type="checkbox"/> If	Collateral Description CONTAINS Displayed Collateral Description	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/> If	Collateral Category — Displayed Collateral Category	<input type="checkbox"/> <input type="checkbox"/>

Fig. 6



## Recommended Content Creation

### Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

### Condition Listing

	Condition	Action
<input type="checkbox"/> If	Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<input type="checkbox"/> If	Collateral Category == Displayed Collateral Category	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<input type="checkbox"/> If	Collateral Type == Displayed Collateral Type	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Fig. 7

## Recommended Content Creation

### Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

### Condition Listing

	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<input type="checkbox"/>	If Collateral's Category == Current Collateral's Category	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<input type="checkbox"/>	OR If Collateral's Type == Current Collateral's Type	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Fig. 8

## Edit Recommended Content

### Edit Condition

1. Please select individual condition to edit.

Condition Collateral Type = Displayed Collateral Type

2. Edit the left operand.

Defined Object Collateral

Attribute Type

3. Edit the operator:

Operator ==

4. Edit the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type Displayed Object

Displayed Object Collateral

Attribute Type

RESET DONE CANCEL

### Condition Listing

	Condition	Editing
If	Collateral Description CONTAINS Displayed Collateral Description	
If	Collateral Category == Displayed Collateral Category	
OR If	Collateral's Type == Current Collateral's Type	

Fig. 9

## Recommended Content Creation

### Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

### Condition Listing

	Condition	Action
<input type="checkbox"/> If	Collateral Description CONTAINS Displayed Collateral Description	<input type="button" value="Edit"/> <input type="button" value="X"/>
<input type="checkbox"/> If	Collateral's Category == Current Collateral's Category	<input type="button" value="Edit"/> <input type="button" value="X"/>
<input type="checkbox"/> OR If	Collateral's Type == Current Collateral's Type	<input type="button" value="Edit"/> <input type="button" value="X"/>

Fig. 10

## Recommended Content Creation

### Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

### Condition Listing

Condition		Action
If	Collateral Description CONTAINS Displayed Collateral Description	<input type="button" value="Up"/> <input type="button" value="Down"/> <input type="button" value="Delete"/>
AND If	Collateral Category == Displayed Collateral Category	
OR	Collateral Type == Displayed Collateral Type	

Fig. 11

## Recommended Content Creation

### Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

### Condition Listing




Condition		Action
If	Collateral Description CONTAINS Displayed Collateral Description	  
AND If	Collateral Category == Displayed Collateral Category	
	OR Collateral Type == Displayed Collateral Type	
	OR Collateral Organization == Displayed Collateral Organization	
AND If	Collateral Overview == Displayed Collateral Overview	
	OR ((Collateral Short Description CONTAINS Displayed Collateral Short Description) AND (Collateral Type == Displayed Collateral Type))	

Fig. 12

1302

1304

Condition Listing		
	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	
<input type="checkbox"/>	If Collateral's Category == Current Collateral's Category	
<input type="checkbox"/>	OR If Collateral's Type == Current Collateral's Type	

AND OR CANCEL

Fig. 13A

1302

1306

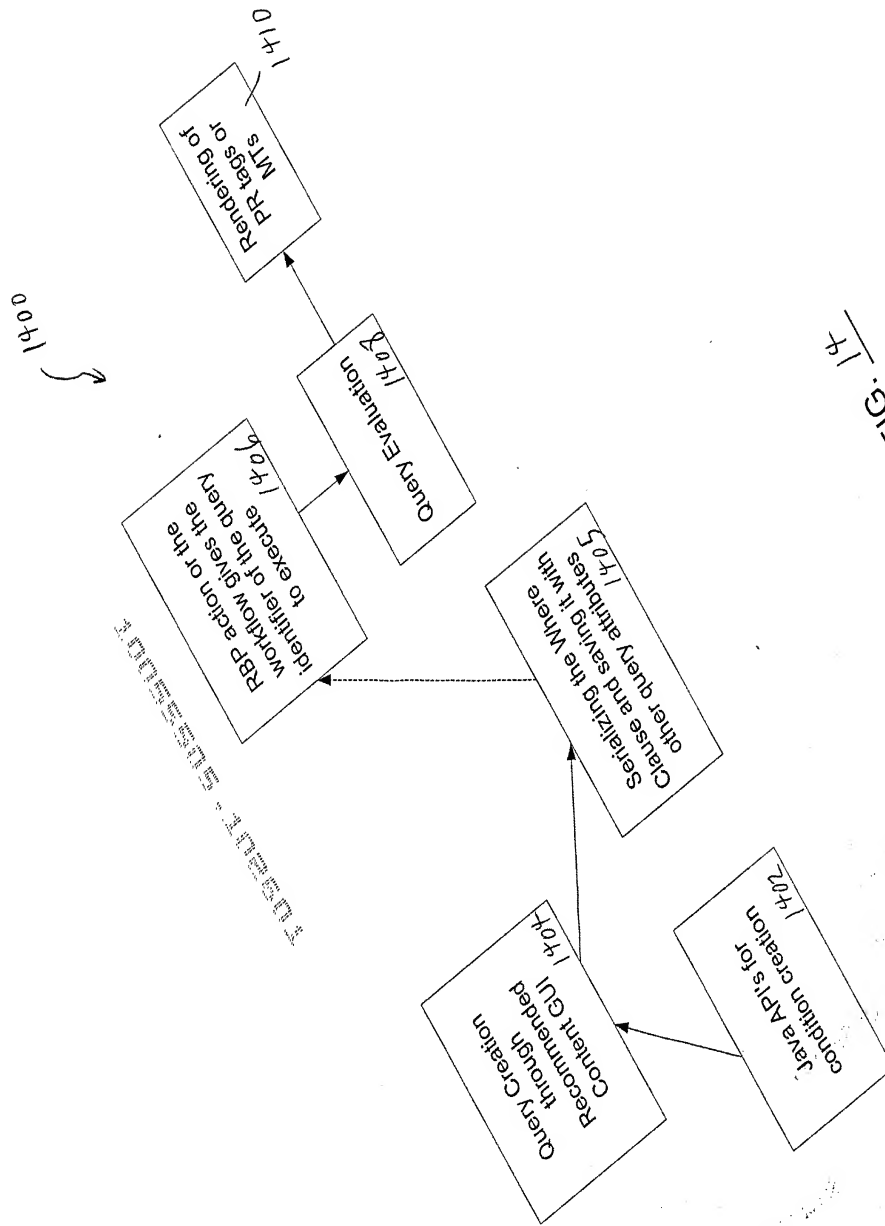
1308

Condition Listing		
	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	
<input type="checkbox"/>	If Collateral Category == Displayed Collateral Category	
<input type="checkbox"/>	If Collateral Type == Displayed Collateral Type	

AND OR CANCEL

Fig. 13B

FIG. 14





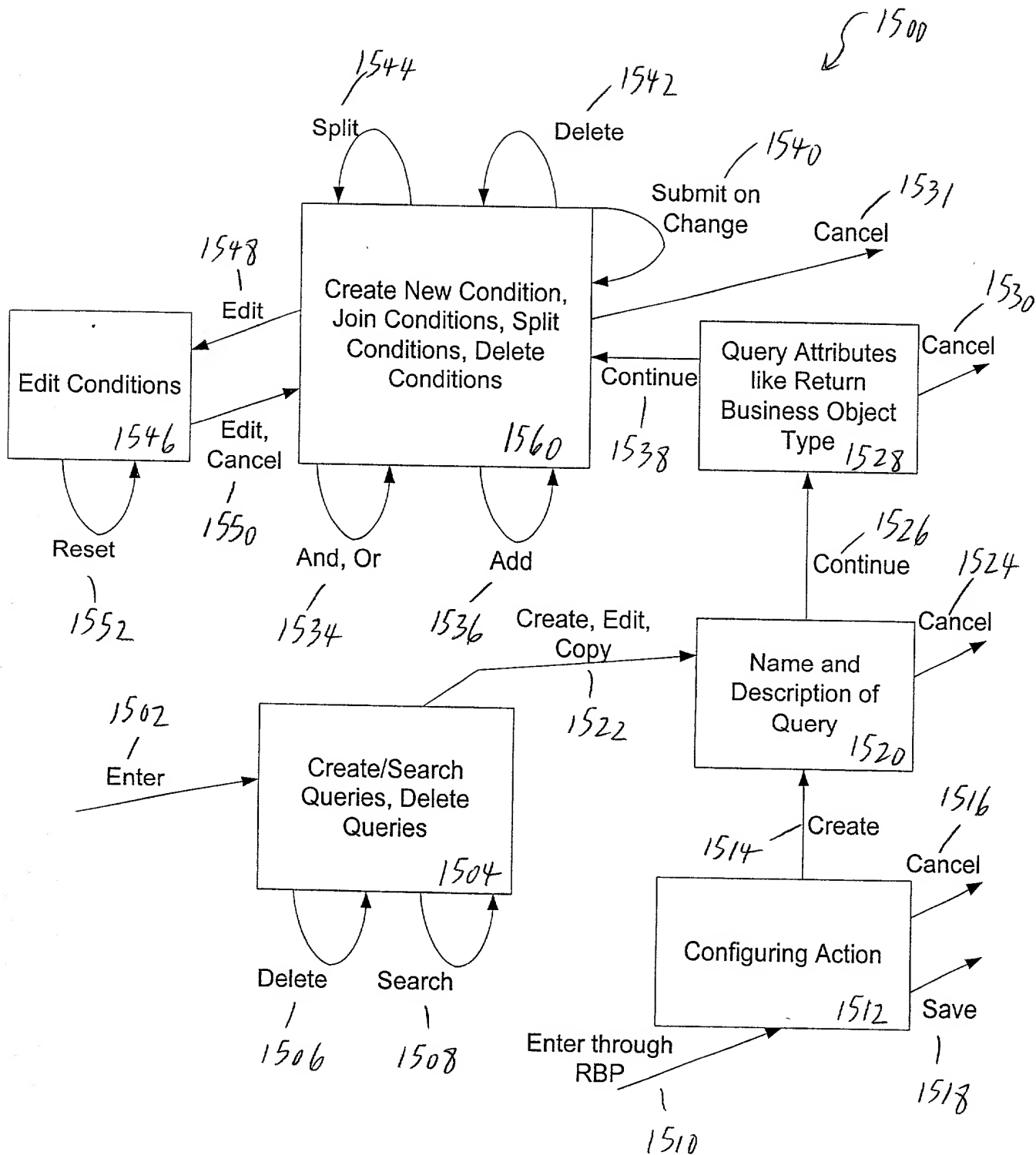


FIG. 15